

Delegated Decision

Sign off Sheet

Ref. No:	DM/26/0885	Case Officer:	Deborah Lynn
Application Type:	Advertisement Application		
Proposal:	The installation of 1no. BT Street Hub and removal of associated BT payphones with 2no. digital 75" LCD display screens, one on each side of the Street Hub unit		
Site:	Pavement Opposite, East Grinstead Library, 40 West Street, East Grinstead, West Sussex, RH19 4SR, ,		
Validation Date	28 Apr 2026	Overall Expiry Date:	26 May 2026
Pre-Commencement Conditions Required:		Pre-Com Conditions Date Agreed:	
Recommendation:	Permission	Recommendation Date:	22 Jun 2026
Target Date:	23 Jun 2026	Recommending Officer Signature:	Deborah Lynn

Date Legal Agreement Completed: (if applicable)		No of Representations:	0
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Signed and Agreed By:	Steven King	Date:	23 Jun 2026
Comments:			

MID SUSSEX DISTRICT COUNCIL

DM/26/0885

Pavement Opposite, East Grinstead Library, 40 West Street, East Grinstead, West Sussex, RH19 4SR,
The installation of 1no. BT Street Hub and removal of associated BT payphones with 2no. digital 75" LCD display screens, one on each side of the Street Hub unit
Safia Rana-Jaswal

SUMMARY OF REPRESENTATIONS

None received.

SUMMARY OF CONSULTEES

Not applicable.

EAST GRINSTEAD TOWN COUNCIL OBSERVATIONS

No comment.

INTRODUCTION

This application seeks advertisement consent for the installation of 1 no. BT Street Hub and the removal of associated BT payphone.

RELEVANT PLANNING HISTORY

There are no previous applications deemed relevant.

SITE AND SURROUNDINGS

The application site concerns an area of pavement located to the southeast corner of Queensway Public Car Park which is owned by Mid Sussex District Council. A BT payphone currently occupies the site. The site is enclosed by railings to the north and south and adjoins Iceland supermarket to the east, at no. 5 Queens Walk. West Street lies to the south with East Grinstead Library located on the opposite side of the road.

In terms of planning policy, the site lies within the built up area boundary of East Grinstead. The site also lies within East Grinstead Town Centre as defined by the District Plan and Neighbourhood Plan.

APPLICATION DETAILS

Plans show that the existing BT payphone will be removed and replaced with a Street Hub unit that measures 1.24 metres wide 0.35 metres deep and 2.98 metres high.

It will be constructed from galvanised mild steel with a powder coated external grade aluminium exterior. The unit will include two digital 75 inch LCD advertisement display screens; these will be made from tempered and toughened laminated anti-glare glass and will be internally illuminated.

The Street Hub is a modern, free-standing structure providing ultrafast public Wi-Fi, free UK phone calls and digital display screens for community messaging and advertising. The hubs can also house sensors that count pedestrian, cyclist and vehicle movements as well as monitor air, sound and light.

This application is accompanied by an application for planning permission, reference DM/26/0884.

LEGAL FRAMEWORK AND LIST OF POLICIES

Planning legislation holds that the determination of a planning application shall be made in accordance with the Development Plan unless material considerations indicate otherwise.

Using this as the starting point the development plan for this part of Mid Sussex consists of the District Plan, Site Allocation Development Plan Document (DPD) and the East Grinstead Neighbourhood Plan.

National policy (which is contained in the National Planning Policy Framework and National Planning Policy Guidance) does not form part of the development plan, but is an important material consideration.

Mid Sussex District Plan

The District Plan was adopted at Full Council on 28th March 2018.

Relevant policies:

DP2 town centre development

DP21 transport

DP26 character and design

Site Allocations DPD

The SADPD was adopted on 29th June 2022. It allocates sufficient housing and employment land to meet identified needs to 2031.

There are no relevant policies.

East Grinstead Neighbourhood Plan

The Neighbourhood Plan was made on the 2nd November 2016.

Relevant policies:

EG3 promoting good design

Other Legislation

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Other Material Considerations

Mid Sussex District Plan 2021 - 2039 - Submission Draft (Regulation 19)

The District Council is reviewing and updating the District Plan. Upon adoption, the new District Plan 2021 - 2039 will replace the current District Plan 2014-2031 and its policies will have full weight. In accordance with the NPPF, Local Planning Authorities may give weight to relevant policies of the emerging plan according to the stage of preparation; the extent to which there are unresolved objections to the relevant policies; and the degree of consistency of the relevant policies in the emerging plan to the NPPF. The draft District Plan 2021-2039 (Regulation 19) is currently at Examination and hearings were concluded on the 19th March 2026. The District Plan remains at Examination until the Inspector has published his report, until that time only minimal weight can be given to the Plan and this planning application has been assessed against the policies of the adopted District Plan.

Relevant policies:

DPB1 character and design

DPT1 placemaking and connectivity

Mid Sussex Design Guide Supplementary Planning Document (SPD)

The Council has adopted a 'Mid Sussex Design Guide' SPD that aims to help deliver high quality development across the district that responds appropriately to its context and is inclusive and sustainable. The Design Guide was adopted by Council on 4th November 2020 as an SPD for use in the consideration and determination of planning applications. The SPD is a material consideration in the determination of planning applications.

National Planning Policy Framework (NPPF) (December 2024)

The National Planning Policy Framework is a material consideration.

Paragraph 141 relates to advertisements and states that:

'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which

should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

National Planning Policy Guidance

ASSESSMENT

Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 sets out that:

'3.—(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and*
- (b) any other relevant factors.*

(2) Without prejudice to the generality of paragraph (1)(b)—

- (a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;*
- (b) factors relevant to public safety include—*
 - (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*
 - (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;*
 - (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.'*

Visual amenity

Policy DP26 of the District Plan relates to character and design and requires all proposals, including alterations and extensions, to be well designed and reflect the distinctive character of the towns and villages. Proposals should make a positive contribution to the public realm whilst creating a sense of place and a pedestrian friendly layout.

In addition, policy DP2 of the District Plan relates to town centre development and requires proposals so be *'appropriate in scale and function to its location including the character and amenities of the surrounding area.'*

Policy EG3 of the Neighbourhood Plan requires proposals to be proportionate and in keeping with the scale, height and materials of the surrounding area amongst other criteria.

The proposed Street Hub would replace an existing BT payphone which is of limited visual merit. The Street Hub would have a smaller footprint than the existing payphone, being more slender in depth, however, may appear more visually imposing within the street scene, being wider and taller than the existing payphone kiosk. Despite this, it is not considered that the proposal would detract from the appearance and character of the area. The Street Hub is of a slim, modern design and is considered proportionate in scale to its surroundings. It will be sited on a wider expanse of pavement that adjoins the public car park and should appear subservient in relation to the brick flank wall of Iceland supermarket, which serves as a backdrop to the Hub.

The digital display screens would measure 0.95 metres wide by 1.67 metres high and would display commercial advertisements as well as council and community messaging.

Given the Hub's proposed location within East Grinstead town centre, adjacent to a shopping centre and car park, it is not considered that the proposed advertisements would appear out of keeping or detrimental to the character and appearance of the area. The Street Hub will be sited some distance from the historic high street of East Grinstead and is not located within a conservation area or adjacent to any listed buildings.

The Product Statement submitted with the application advises that the advertisement panels will have a maximum daytime brightness of 5000 candelas per square metre and a maximum nighttime brightness of 600 candelas per square metre. The proposed nighttime luminance levels would exceed the maximum luminance level of 300cd/m² for an advertisement within an E3 environmental zone such as

East Grinstead. A condition shall therefore be imposed stating that nighttime luminance levels should not exceed 300 candelas, thereby ensuring that the Hub does not appear so visually bright and intense as to detract from the visual amenity of the area.

In view of the above, the proposal is considered to accord with policies DP2 and DP26 of the District Plan and policy EG3 of the Neighbourhood Plan.

Public Safety

Policy DP21 of the District Plan relates to transport and states in part that development proposals should protect the safety of road users and pedestrians amongst other criteria.

The proposed Street Hub would be sited on a wide section of pavement that falls outside of the adopted Highways boundary, on land owned by Mid Sussex District Council.

The proposal is not considered to hinder access or represent an obstruction to pedestrians or people with mobility issues using the pavement.

The Hub will be sited close to West Street, an adopted public highway with vehicular traffic, where the digital advertisements would be seen by passing motorists. As a condition will be imposed to restrict nighttime luminance levels, it is not considered that any advertisements would appear excessively bright as to dazzle or represent a highway safety issue for motorists. Additional conditions can be imposed to ensure that the advertisements do not contain moving images which would also represent a distraction to motorists.

The display of advertisements is not considered to obscure or hinder views of any traffic signs or crossings or hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

In view of the above and subject to condition, the proposal is considered acceptable in terms of public safety, thereby complying with policy DP21 of the District Plan.

PLANNING BALANCE AND CONCLUSION

The proposed Street Hub is deemed acceptable in terms of design, form and scale, such that it should not have a detrimental impact upon the street scene and visual amenity of the area. Nor is the proposal considered to be detrimental to public safety.

The proposed development therefore accords with policies DP2, DP21 and DP26 of the Mid Sussex District Plan, policy EG3 of the East Grinstead Neighbourhood Plan and paragraph 141 of the NPPF.

Decision: Permission

Case Officer: Deborah Lynn